

DOJ STATEMENT BOX GUIDELINES

DOJ Guidelines for Tobacco Set Displays and Point of Sale
September 26, 2019

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INTRODUCTION

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DOJ Approved Statements

The DOJ has categorized the statements into five categories. Each category has several approved statements.

A. Adverse Health Effects of Smoking

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

- Smoking kills, on average, 1,200 Americans. Every day.
- More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, **combined**.
- Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.
- Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.

B. Addictiveness of Smoking and Nicotine

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the addictiveness of smoking and nicotine.

- Smoking is highly addictive. Nicotine is the addictive drug in tobacco.
- Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.
- It's not easy to quit.
- When you smoke, the nicotine actually changes the brain - that's why quitting is so hard.

C. Lack of Significant Health Benefit from Smoking "Low Tar," "Light," "Ultra Light," "Mild," and "Natural" Cigarettes

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about low tar and light cigarettes being as harmful as regular cigarettes.

- Many smokers switch to low tar and light cigarettes rather than quitting because they think low tar and light cigarettes are less harmful. They are **not**.
- "Low tar" and "light" cigarette smokers inhale essentially the same amount of tar and nicotine as they would from regular cigarettes.
- **All** cigarettes cause cancer, lung disease, heart attacks, and premature death-lights, low tar, ultra lights, and naturals. There is no safe cigarette.

DOJ Approved Statements Continued

The DOJ has categorized the statements into five categories. Each category has several approved statements.

D. Manipulation of Cigarette Design and Composition to Ensure Optimum Nicotine Delivery

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about designing cigarettes to enhance the delivery of nicotine.

- Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA intentionally designed cigarettes to make them more addictive.
- Cigarette companies control the impact and delivery of nicotine in many ways, including designing filters and selecting cigarette paper to maximize the ingestion of nicotine, adding ammonia to make the cigarette taste less harsh, and controlling the physical and chemical make-up of the tobacco blend.
- When you smoke, the nicotine actually changes the brain -- that's why quitting is so hard.

E. Adverse Health Effects of Exposure to Second Hand Smoke

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of secondhand smoke.

- Secondhand smoke kills over 38,000 Americans each year.
- Secondhand smoke causes lung cancer and coronary heart disease in adults who do not smoke.
- Children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome (SIDS), acute respiratory infections, ear problems, severe asthma, and reduced lung function.
- There is no safe level of exposure to secondhand smoke.

VISUAL GUIDELINES

The Visual Guidelines covers proper use of the Statement Box Labels. There are several statements and this box system is meant to create visual consistency no matter the length of actual statements. This section provides guidance on how to use the Statement Box Labels in all scenarios.

The design of the Statement Box Labels cannot be altered.

Statement Box Architecture

The DOJ statements vary in length. The goal of these guidelines is to create a consistent design. Here are examples of a short, medium, and long length statement in the design system.

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

**Smoking kills, on average,
1,200 Americans. Every day.**

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

**More people die every year from smoking
than from murder, AIDS, suicide, drugs,
car crashes, and alcohol, combined.**

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about designing cigarettes to enhance the delivery of nicotine.

**Cigarette companies control the impact and
delivery of nicotine in many ways, including
designing filters and selecting cigarette paper
to maximize the ingestion of nicotine, adding
ammonia to make the cigarette taste less harsh,
and controlling the physical and chemical
make-up of the tobacco blend.**

Statement Box Architecture

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Typography

Federal Court Statement

Helvetica Regular
Size: 9pt
Leading: 12pt

Informational Statement

Helvetica Bold
Size: 17pt
Leading: 20pt

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.

Set Display Placement

Text size of the Statement Boxes depends on a number of factors. Mostly, it depends on viewing distance. Use this chart to create the Statement Boxes.

Type Size and Viewing Distance

Viewing Distance	Minimum Type Size
2ft	8pt
5ft	17pt
10ft	25pt
16ft	41pt
33ft	82pt
50ft	125pt

Statement Box Architecture

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E-space

Based on capital E of the informational statement

Margins and Spacing



Statement Box Architecture

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Clear Space

Type and Graphic Free Zone
Cap E-space around entire box

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.

Statement Box Architecture

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Primary Color Palette

Federal Court Statement

Rich Black
Cyan: 30
Magenta: 30
Yellow: 30
Black: 100

Informational Statement

White

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.

Statement Box Architecture

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Secondary Color Palette

Federal Court Statement

Rich Black
CMYK: 30 / 30 / 30 / 100

Informational Statement

Safety Yellow
Hex Color Code: #eed202
RGB: 238 / 210 / 2
CMYK: 0 / 0.12 / 0.99 / 0.07

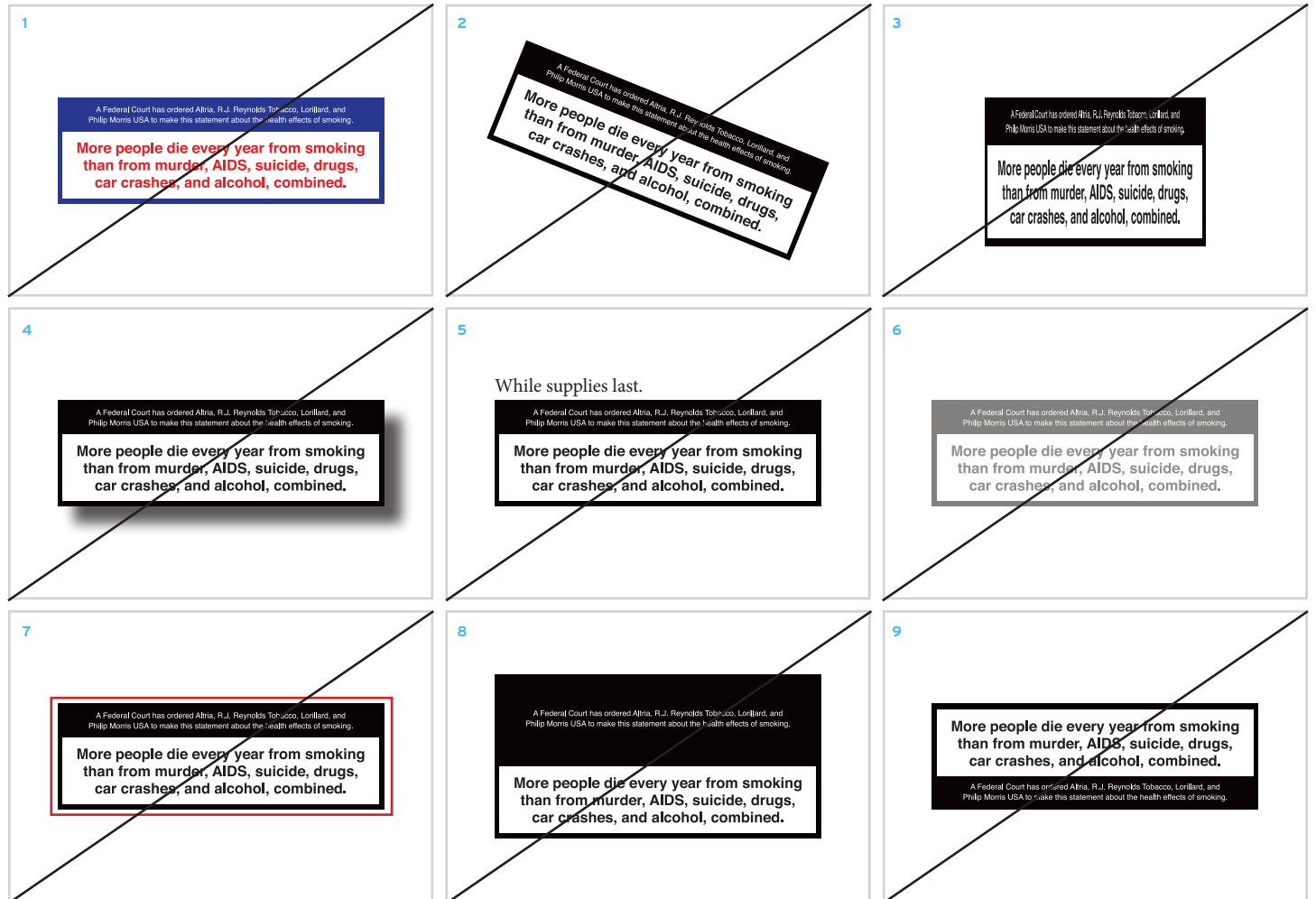
A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.

Statement Box Architecture

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Incorrect Usage



Statement Box Misuse

- 1 Never change the colors
- 2 Never rotate the statement box
- 3 Never distort the size or proportion
- 4 Never add a drop shadow to the logo
- 5 Never add type elements in violation of clear space rules
- 6 Never change the opacity
- 7 Never frame the statement box
- 8 Never change the proportion of the box
- 9 Never change the position of elements

SET DISPLAY GUIDELINES

The Visual Guidelines covers proper use of the Statement Box Labels.

There are several statements and this box system is meant to create visual consistency no matter the length of actual statements. This section provides guidance on how to use the Statement Box Labels in all scenarios.

The design of the Statement Box Labels cannot be altered.

Set Display Placement

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Figuring Out 25%

Formula to figure out the 25% needed for the Statement Box(es)

Step 1: Figure out the total viewing area (Width x Height = Total Area)

Step 2: (If Needed) Figure out the total area of "Excluded Brands" then subtract from total area

Step 3: Multiply total area by 0.25 (25%).

This is the minimum total area the Statement Box or Boxes need to cover within the total area of brands owned by Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA.

Set Display Placement

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Figuring Out 25%

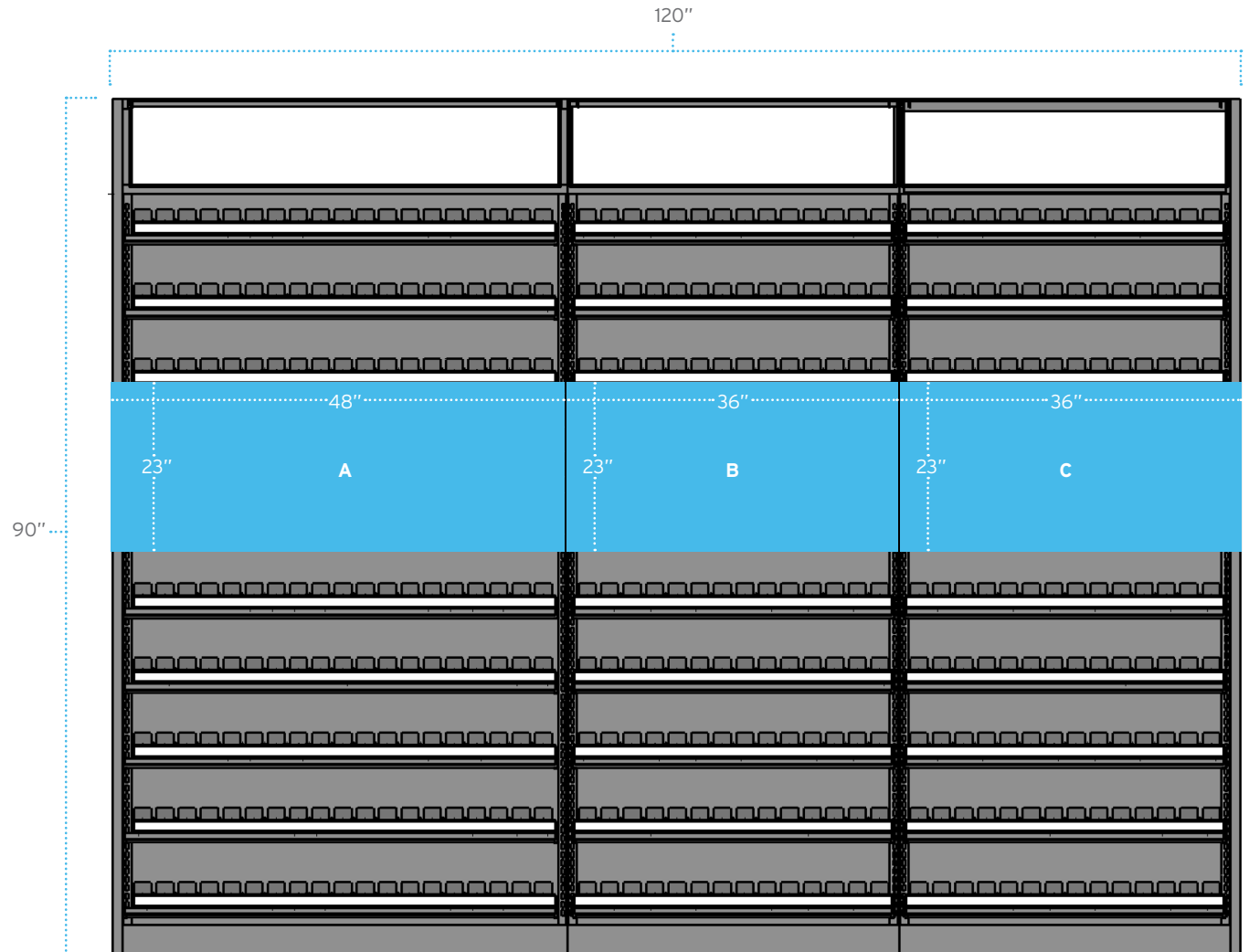
Width x Height = Total Area
 120" x 90" = 10,800 inches
 25% of 10,800" = **2,700 inches**

Statement Boxes Required

- A. 48w x 23h = 1104 in
- B. 36w x 23h = 828 in
- C. 36w x 23h = 828 in

A+B+C = 2,760 inches

Example 10 Foot Display



Set Display Placement

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Example 10 Foot Display with Excluded Brands

Figuring Out 25%

Width x Height = Total Area
 $120'' \times 90'' = 10,800$ inches

Excluded Brands

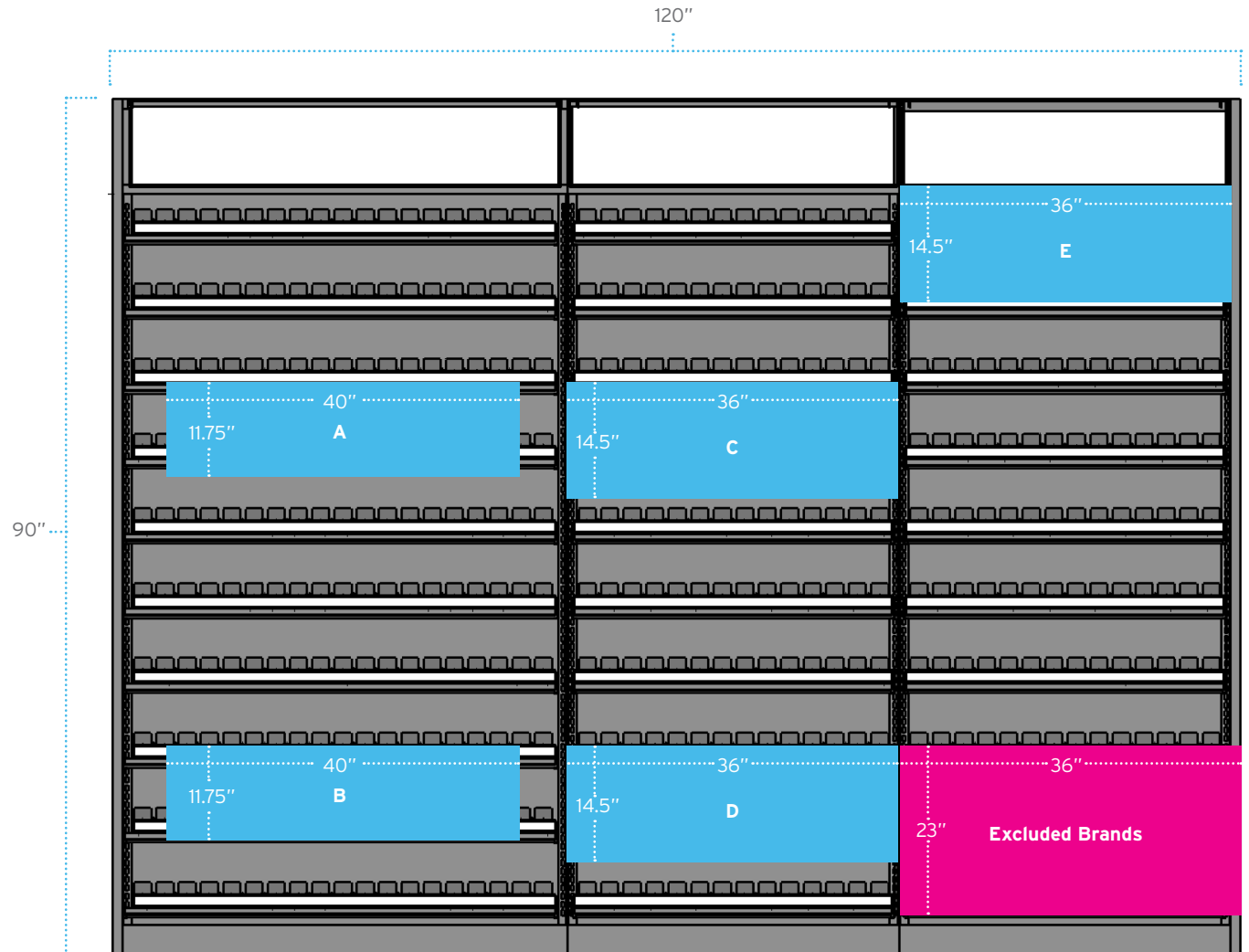
Width x Height = Total Area
 $36 \times 23 = 828$ inches

$10,800 - 828 = 9,972$ inches
 25% of $9,972'' = 2,493$ inches

Statement Boxes Required

- A. $40w \times 11.75h = 470$ inches
- B. $40w \times 11.75h = 470$ inches
- C. $36w \times 14.5h = 522$ inches
- D. $36w \times 14.5h = 522$ inches
- E. $36w \times 14.5h = 522$ inches

A+B+C+D+E = 2,506 inches



Set Display Placement

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Example 4 Foot Display with Excluded Brands

Figuring Out 25%

Width x Height = Total Area
 $48'' \times 90'' = 4,320$ inches

Excluded Brands

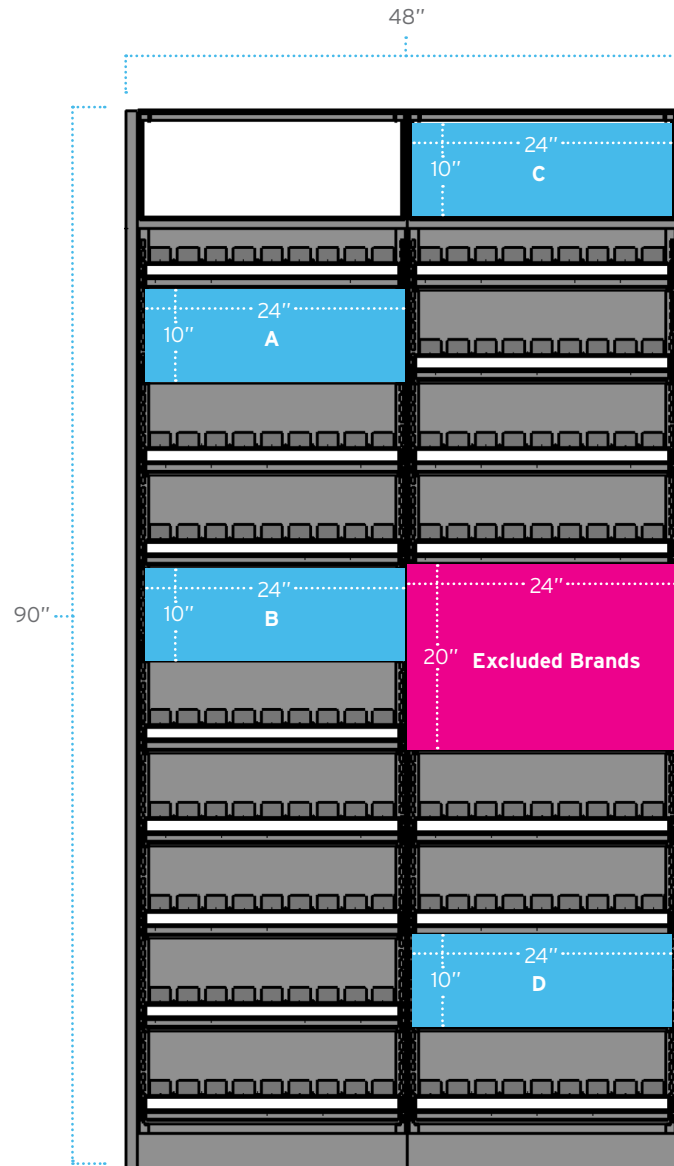
Width x Height = Total Area
 $36 \times 23 = 480$ inches

$4,320 - 480 = 3,840$ inches
 25% of $3,840'' = 960$ inches

Statement Boxes Required

- A. $24w \times 10h = 240$ inches
- B. $24w \times 10h = 240$ inches
- C. $24w \times 10h = 240$ inches
- D. $24w \times 10h = 240$ inches

A+B+C+D = 960 inches



POINT OF SALE GUIDELINES

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Point of Sale Placement

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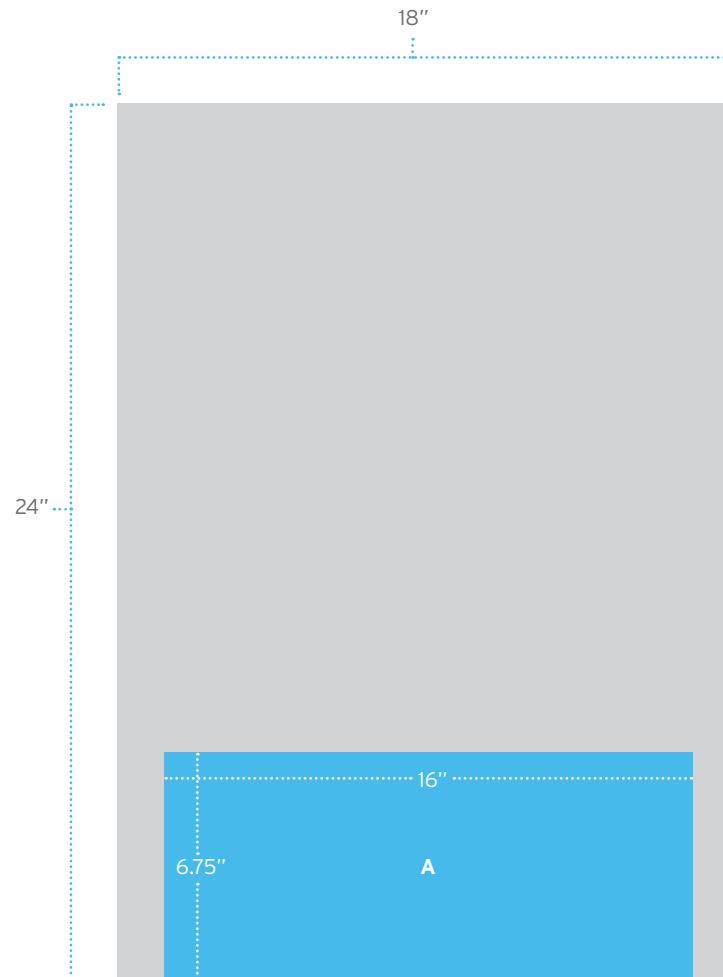
18 x 24 Poster

Figuring Out 25%

Width x Height = Total Area
 $18'' \times 24'' = 432''$
25% of $432'' = 108$ inches

Statement Box Required

A. $16'' \times 6.75'' = 108$ inches



Point of Sale Placement

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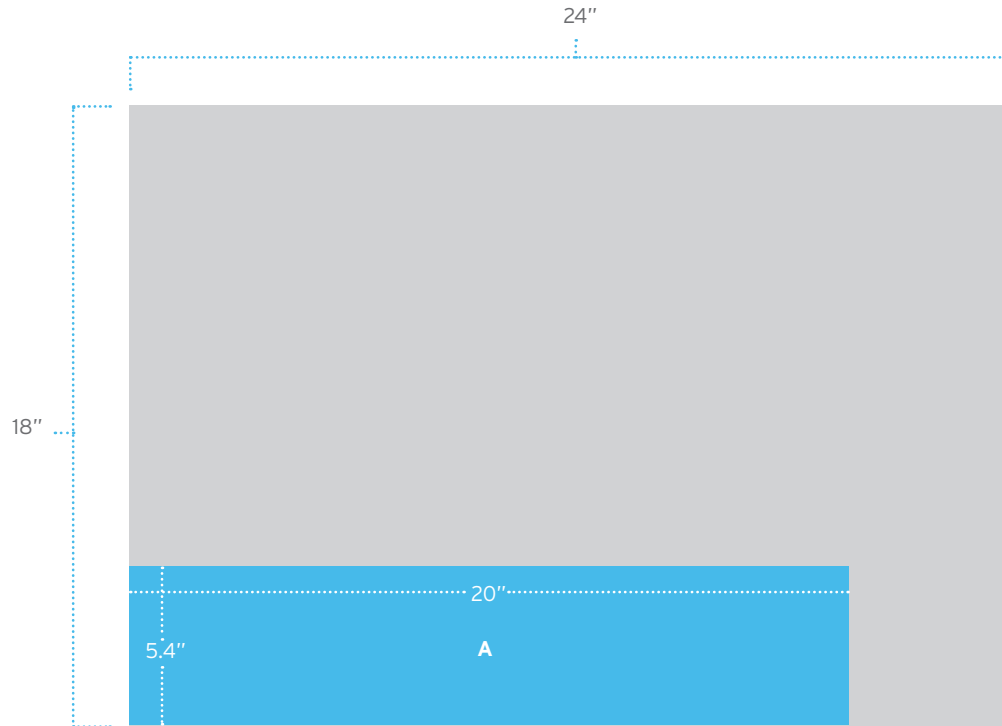
24 x 18 Real Estate Sign

Figuring Out 25%

Width x Height = Total Area
 $24'' \times 18'' = 432$ inches
 25% of $432'' = 108$ inches

Statement Box Required

A. $20'' \times 5.4'' = 108$ inches



Point of Sale Placement

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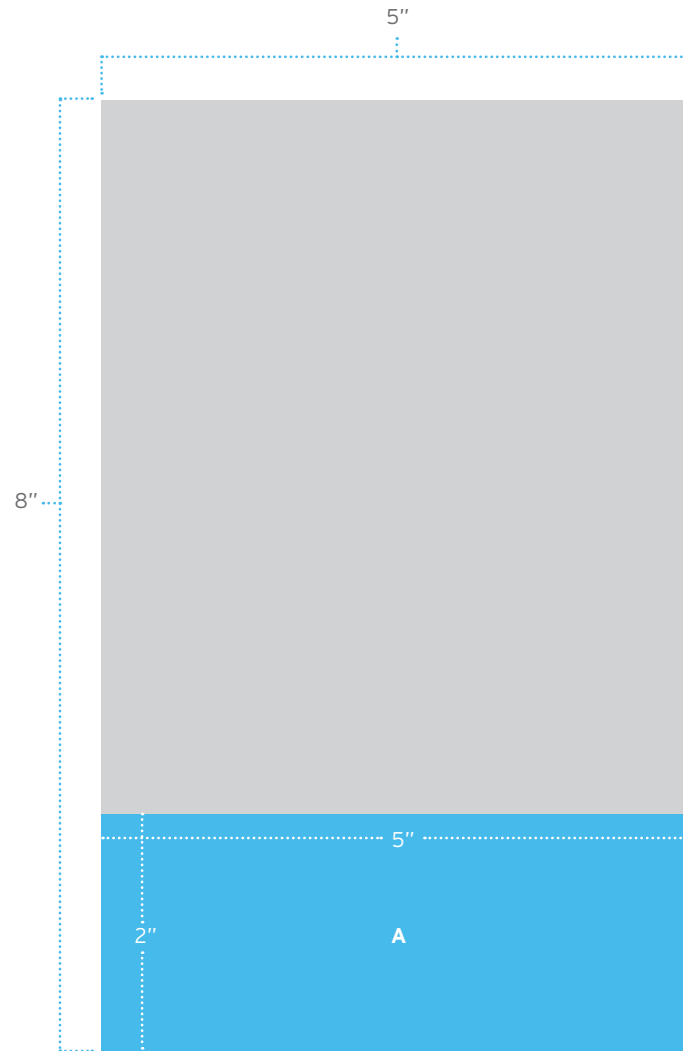
5" x 8" Counter mat

Figuring Out 25%

Width x Height = Total Area
 $8" \times 5" = 40$ inches
 25% of $40" = 10$ inches

Statement Box Required

A. $5" \times 2" = 10$ inches



Point of Sale Placement

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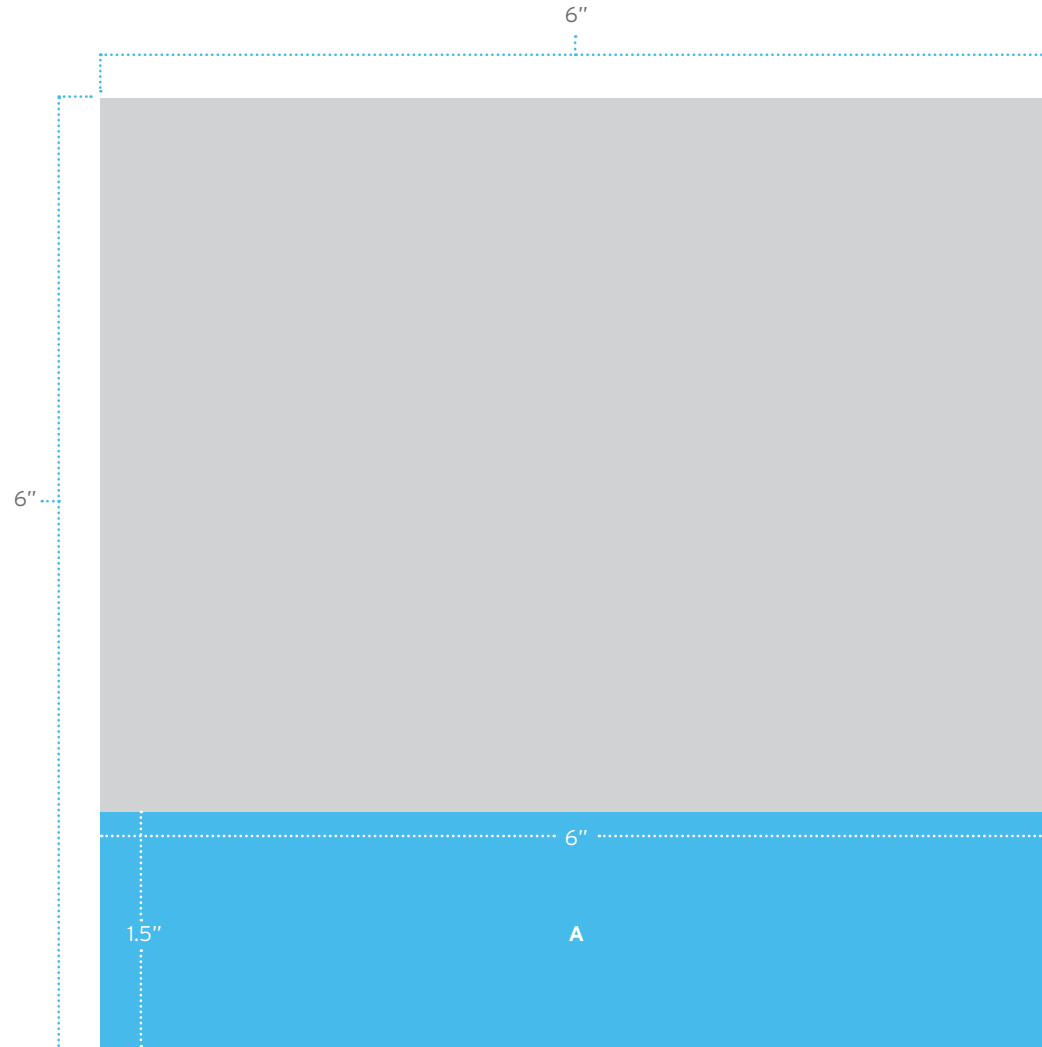
Figuring Out 25%

Width x Height = Total Area
 $6'' \times 6'' = 36$ inches
25% of $36'' = 9$ inches

Statement Box Required

A. $6'' \times 1.5'' = 9$ inches

6" x 6" Door Cling



Point of Sale Placement

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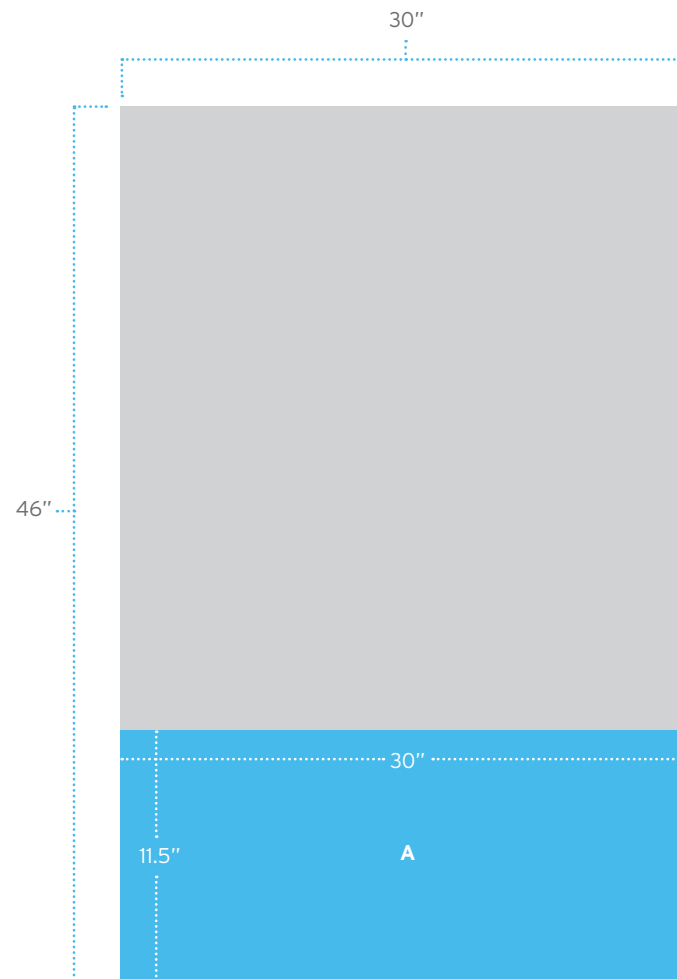
30 x 46 Poster

Figuring Out 25%

Width x Height = Total Area
30" x 46" = 1,380 inches
25% of 432" = **345 inches**

Statement Box Required

A. 30" x 11.5" = **345 inches**



Point of Sale Placement

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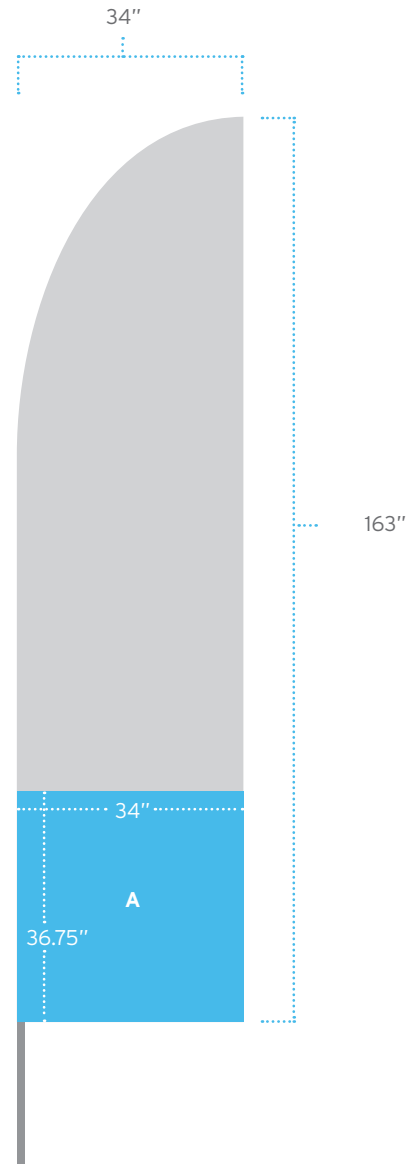
34" x 163" Feather Flag Banner

Figuring Out 25%

Width x Height = Total Area
34" x 163" = 5,542 inches
Less 10% for Curve = 4,987.9 inches
25% of 4,987.9" = **1,246.975 inches**

Statement Box Required

A. 34" x 36.75" = **1,249.5 inches**



STATEMENT BOX MOCKUPS

The Visual Guidelines covers proper use of the Statement Box Labels.

There are several statements and this box system is meant to create visual consistency no matter the length of actual statements. This section provides guidance on how to use the Statement Box Labels in all scenarios.

Statement Box Mockups

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Statement Box Mockups

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